



Riviera Village Summer Festival

Saturday-Sunday, June, 21, 22 - 2008

GENERAL INFORMATION

IMPORTANT Vendor booths/displays DO NOT have to be taken down and removed at the end of the day Saturday. Vendors must secure display or booth set ups and remove valuable items when the show closes on Saturday evening. Security will be provided after 9:00 pm to monitor displays and booth set-ups. Vendor property is left at vendor's risk. VR Promotions & Events assumes no liability for lost, stolen or damaged property.

Event Producer: VR Promotions & Events

Hours: Open to the public from 10 am to 7 pm Saturday and 10 am to 6 pm on Sunday. Vendors must occupy the booth both days. Exhibits must be set up by 9:30 am each day and cars must be off the venue. Space is forfeited without a refund for your application fees if you are not set up by 9:30 am. Detailed instructions for space set up are included in the confirmation packet mailed to vendors after acceptance into show.

Location: In the Riviera Village of Redondo Beach, on Catalina Avenue, Avenue I, Avenida del Norte and Vista Del Mar

Eligibility: The Riviera Village Summer Festival is open to artists, crafters and Expo exhibitors (in separate area). Our goal is to present a show with variety in media and price range. A jury will determine eligibility based on quality, diversity, presentation and originality (as shown in your photographs) in comparison with other applicants within your category. **ENTRIES WILL BE JURIED AS THEY ARE RECEIVED.** Each category is limited to insure a well-balanced, aesthetically pleasing and interesting show. The Promoter reserves the right to limit the number of applicants for any one type of item and reserves the right to change or substitute spaces. In case of a qualifying tie, the entry with the earliest postmark will be chosen. **APPLICATION DOES NOT GUARANTEE ACCEPTANCE INTO THE SHOW. DO NOT CALL THE PROMOTER CONTACT TO ASK ABOUT THE STATUS OF YOUR APPLICATION. IT WILL ONLY DELAY THE PROCESS.**

Space Fees: ARTISTS, CRAFTERS ONLY - Cost is \$350 per 10' x 10' space plus a non-refundable \$25 jury fee. Electricity is \$50. The fee for the show must be paid by **cashier's check or money order** (no other checks accepted) and must accompany the application. Make cashier's check or money order **payable to VR Promotions & Events.**

FOR FOOD AND COMMERCIAL EXHIBITORS:

Space Fees: Food Vendors – Contact Corinne Ybarra: email for application: sunraecorinne@yahoo.com or (310) 251-4358 for availability.

Space Fees: Commercial Sponsors and Exhibitors – Contact: Adrienne Slaughter at: 310-940-9200. Sponsorships are available for \$1,600 to \$15,000. Sponsors can include soft drinks, fast food companies, home improvement companies, newspapers, resorts, sporting goods, etc.

Space Sizes: Most spaces are approximately 10 feet wide and 10 feet deep but some may vary. It is mandatory that you keep your items within your booth space or you will be cited or removed from the show without a refund. Fees are the same for all spaces. Premium end spots and larger booths for non-crafters will be sold as "Sponsorship Positions" and at higher rates. Sponsorship positions must be approved by VR Promotions staff.

How To Apply: Submit 6 photos (not slides) of your work for the art jury. One of the photos must show the display you will use at the show. Quality photos are essential for proper judging. All artists/crafters applying must submit photos even if they have previously participated in this event. Send an 8 ½" X 11" size, self-addressed, stamped envelope with \$1.14 return postage for mailing of the jury committee results to you. Art jury results (acceptance or non-acceptance into the show) will be mailed at least 3 weeks prior to the show if application is submitted by deadline date.

Application Deadline for: Riviera Village Summer Festival: Application must be received by Friday, May 9, 2008. All applications must include a cashier's check or money order only. No other checks will be accepted. Applications paid by personal check WILL be returned to sender which delays processing. All participants must have a temporary or permanent resale license. (See below for details on obtaining a Seller's Permit) Do not send applications by certified or registered mail. It will delay processing of your application. Entries received after May 9, 2008 must include a non-refundable \$35 late fee (cashier's check or money order only). Late entries may be too late for the admission to the show.

Confirmation / Refunds: Jury results (acceptance or non-acceptance into the show) will be mailed no later than 3 weeks prior to the show. Space assignments and a map of venue will be included with notice of acceptance into the show. If it is necessary to cancel, a \$35 fee will be deducted from your entry fee. Refunds must be requested in writing and submitted to VR Promotions & Events. Notification requesting the refund MUST be made by fax or letter. Fax or letter must be received VR Promotions by 4 pm on May 23, 2008. No refunds will be processed without written request. No telephone or verbal requests for refunds will be accepted. This is an outdoor event. There are no refunds in case of inclement weather, acts of nature, acts of war, terrorism, or restrictions by governmental agencies or other conditions beyond the control of the Promoter.

Space Assignments: Space assignments and a map of the venue will be included in the confirmation packet upon acceptance into the show. Space numbers will be clearly marked on the street. Merchants permanently located within the venue area have first priority for space in front of their business and are allowed to sell items customarily sold in that business throughout the year. Their merchandise is not subject to art jury requirements. Space assignments are made on a first come basis with consideration given to overall arts and crafts. The Promoter reserves the right to limit the number of spaces for any one particular type of goods and/or services and reserve the right to change or substitute vendor spaces, thereby maintaining the diversity and quality of this event.

Display Requirements: Space only is provided. Exhibitors are responsible for providing their own setup and all other materials. Exhibitors are responsible for setting up their own displays. Volunteers and staff are not available to assist with setting up displays. Exhibitors should bring carpet or Astroturf since all spaces are curbside or in middle of street. This will not only protect merchandise, but will also enhance your display. Merchandise may not project into walkways or onto sidewalks. Merchandise, display equipment, boxes, containers or any other items will not be allowed to remain on sidewalks after set up. Items remaining on sidewalks after 10 am may be confiscated. The Promoter assumes no responsibility for items confiscated as a result of the aforementioned situation. Merchandise should be displayed as colorfully and tastefully as possible. No stolen merchandise, pets, designer knock-offs, amplified music, microphones, firearms, ammunition, alcoholic beverages or drugs are allowed on the show site. Violators will be expelled and fees will not be returned.

Regulations: The Promoter reserves the right to remove any exhibitor anytime before or during the show in case where: The exhibitor is guilty of improper conduct; Work is improper for family viewing; An exhibitor hinders or encumbers another display or another vendors ability to properly exhibit; An exhibitor attempts to sell work other than what was juried and accepted into the show based on photographs submitted with application. Exhibitors and/or merchants are strictly prohibited from allowing any other vendors to sell goods from their assigned space

In order to maintain the orderly movement of the crowd, all sales, leafleting, sampling, conducting demonstrations, distributing written materials and any other commercial, promotional and charitable solicitation activities must be conducted at the participant's preassigned display space. These activities shall not interfere with the orderly and safe movement of the crowd and shall not overflow into neighboring display spaces. These activities are not permissible anywhere else inside the Event grounds. Engaging in these activities at any location other than the preassigned space is grounds for removal from the Event. If the Promoter determines that the participants are interfering with the normal flow of traffic or are overflowing into neighboring display spaces, the officials may limit the activity.

Taxes / Insurance / Licenses: A valid California State Board of Equalization Seller's Permit number must be obtained prior to the first day of the show. Exhibitors must collect and report 8.25% sales tax. Exhibitors are required to have a temporary or permanent resale license, which may be obtained from the California State Board of Equalization, 591 Green Valley Circle, Suite 200, Culver City, CA 90230, (800) 400-7115, or from the office in your area. The State Board of Equalization audits resale licenses on site. Exhibitors are responsible for their own liability, theft, and workers compensation insurance.

Electricity: Spaces with electricity are limited and must be requested when application is submitted. There is a \$50 charge for electricity, and electricity is available only in certain locations along the venue. A request for electricity does not guarantee that it can be provided and you may fall into an eclectic mix. The Fire Department requires cords to be a commercial grade and taped down.

Parking: All vendor vehicles must be unloaded and immediately removed from Riviera Village venue prior to booth set up. All vehicles must be removed from venue by 9:30 am and driven to the designated vendor parking area or vehicles will be towed. All exhibitors must park in the offsite exhibitor parking area.

For more information about the event, visit our website at www.rivieravillage.org

Contact: Jamie Janssen

Phone: 310-265-3356 Email: rvsummerfestival@yahoo.com

Riviera Village Summer Festival 2008
Saturday-Sunday, June 21, 22 -- Arts & Crafts Vendor Application

Please **PRINT** Clearly

Business Name _____

Artist/Crafter's Name _____

Address _____

City _____ State _____ Zip _____

Day Phone (____) _____ Fax Phone (____) _____

Email Address: _____

California Resale # _____ Refund check payable to: _____

\$350.00 Fee for each space	# of Spaces Requested	@ \$350.00	=	\$
\$25 Non-refundable jury fee	Required	@ \$ 25.00	=	\$ _____
\$50 Electricity Fee (if requested)	Optional	@ \$ 50.00	=	\$ _____
\$500 Importers fee		@ \$ 500.00	=	\$ _____
\$35 Non-refundable Late Fee if received after <u>May 9, 2008</u>		@ \$ 35.00	=	\$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Have you been a previous participant in this event? () Yes () No

If yes describe space/area as venue map has changed.

***(NO PARTICULAR SPACE IS GUARANTEED. AREA MAY BE RE-MAPPED
AND SOME SPACES RE-ASSIGNED PRIOR TO THE EVENT)***

Category of items: (Please check one)

() Jewelry () Clothing () Ceramics () Paintings () Photography () Glass () Mosaics

() Mixed Media () Metal () Woodwork () Leather () Other _____

Remember to include the following items along with this completed application:

- () Six (6) photos of your work, including one (1) showing booth display and set up.
- () A self-addressed 8 1/2" X 11" envelope with \$1.14 return postage for jury results & photos.
- () Application fee (**cashiers check or money order only**) made payable to:

VR Promotions & Events

I have read this application completely, I understand, I agree to pay and hereby submit this application. I understand that VR Promotions & Events has the right not to accept my application and if so, I will be notified in writing and the space fee will be refunded. The jury fee and/or late fee will be retained. If accepted, I will participate at my own risk and not hold the City of Redondo Beach, the Riviera Village Association, VR Promotions and Events or any of its agents or representatives, liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the show without recourse.

Signature _____ Date _____

Post Office Box 7000-959 Redondo Beach, CA. 90277(310) 265-3356 – FAX (310) 375-1546

Email: rvsummerfestival@yahoo.com